

## **ABSTRACT**

A method, system, computer program product, and related business methods are described in the context of a web-based business information system having an internal e-mail facility, wherein e-mail communications between a native e-mail system of an end user of the web-based business information system and an external contact are facilitated and automatically tracked by the web-based business information system, the native e-mail system lying outside the web-based business information system but often being preferred by the end user over the internal e-mail facility of the web-based business information system. The described preferred embodiments provide for easy-to-use, reasonably transparent, “no-click” integration of the web-based business information system with the end user’s native e-mail system in a manner that is independent of the particular type and choice of native e-mail system.